

### **DETAILED ACTION**

1. Claims 1-6, 8-11, 18-21, 37, 39, and 40 are allowed. These claims have been renumbered as claims 1-17.
2. Claims 7, 12-17, 22-36, 38, and 41-50 were cancelled in the amendment received on September 27, 2007.

### ***EXAMINER'S AMENDMENT***

3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in an interview with David Jordan on June 17, 2008.

4. Claims 37, 39, and 40 have been amended as follows:

37. (Currently Amended) A computer storage program product comprising a computer-readable medium encoded with a computer program, the computer program comprising and computer program instructions that when executed cause a computer to perform operations comprising ~~encoded on the medium for, when executed on a processor:~~

receiving a search query from a user;

receiving a request from the user to personalize the search result;

responsive to the search query and the request to personalize the search result, generating a personalized result by searching a personalized search object;

responsive to the search query, generating a general search result by searching a general search object;

providing the personalized search result and the general search result for display; and

providing an advertisement for display on a browser based at least in part on one of the personalized search result and the general search result.

39. (Currently Amended) The computer storage medium ~~program-product~~ of claim 37, wherein the instructions when executed cause the computer to perform operations further comprising ~~computer-program instructions for~~ identifying a cluster of users based at least in part on the personalized search object.

40. (Currently Amended) The computer storage medium ~~program-product~~ of claim 37, wherein the instructions when executed cause the computer to perform operations further comprising ~~computer-program instructions for~~ identifying the personalized search object based at least in part on an implicit measure of the user's interest.

### **REASONS FOR ALLOWANCE**

5. The following is a statement of reasons for the indication of allowable subject matter:

The prior art of record does not render obvious to one ordinarily skilled in the art at the time of applicant's invention nor anticipate the combination of claimed elements including "receiving a request from the user to personalize a search result; responsive to the search query and the request to personalize the search result, generating a personalized search result by searching a personalized search object; responsive to the search query, generating a general search result by searching a general search object; providing the personalized search result and the general search result for display; selecting an advertisement based at least in part upon the personalized search object; and providing the advertisement for display" and as recited in independent claim 1 and similarly recited in independent claim 37.

The remaining claims, 2-6, 8-11, 19-21, 39, and 40, are dependent claims, thus these claims are patently distinct over the art of record for at least the above reasons.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***NAME OF CONTACT***

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cheryl Lewis whose telephone number is (571) 272-4113. The examiner can normally be reached on 6:30-3:00. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cottingham can be reached on (571) 272-7079. The fax phone number for the organization where this application or proceeding is assigned is (571) 273-8300.

(571) 273-4113 (Use this FAX #, only after approval by Examiner, for "INFORMAL" or "DRAFT" communication. Examiners may request that a formal paper/amendment be faxed directly to them on occasions.).

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist/ Technology Center (571) 272-2100.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

Art Unit: 2167

For more information about the PAIR system, see <http://pair-direct.uspto.gov>.

Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Cheryl Lewis/

Primary Examiner, A.U. 2167

June 19, 2007